

# **SUSHI CLASH ONESHEET**

## **TITLE**

Sushi Clash

## **GENRE**

Japanese cooking and lifestyle series

## **THE HOST**

DJ Sabu (Mitsuhiro Sabu), sushi chef and kitchen chef at Akio's Sushi, Thousand Oaks, California. DJ on KCSB-FM, Santa Barbara, CA.

## **THE SHOW**

Sushi Clash is an MTV-style, untraditional Japanese cooking and lifestyle series. Based on DJ Sabu's hit radio show "Sushi Clash", heard on KCSB-FM, Santa Barbara, California, and webcast worldwide at [kcsb.org](http://kcsb.org). Featuring Japanese punk, rock, J-pop and other edgy, contemporary music. Sushi Clash will entertain, inform, and teach the techniques of Japanese cooking in a high energy, music-driven show. We will feature lifestyle segments, such as Japanese flowers, holidays, and traditions. We will also have segments filmed in Japanese communities, Japantown in San Francisco, and other centres of Japanese life and culture in North America. There will be frequent guests, from renowned chefs, musicians, correspondents, writers, and other guests.

## **DEMOGRAPHIC**

25+. The show will appeal to anyone who appreciates Japanese food and culture. Sushi and Japanese cuisine is popular in all age groups. The music and overall dynamic will help to reach younger audiences, and the lifestyle and cultural segments will find a wide audience.

## **TARGET AUDIENCE**

Families, and anyone interested in Japanese food. Anyone who appreciates edgy, contemporary Japanese music, performed by up-and-coming talented singers and groups. DJ Sabu's connections with recording artists in Japan will ensure a musical, edgy vibe. Anyone who appreciates the beauty of Japanese culture.

## **STATUS OF THE PRODUCTION**

In pre-production. English-language web site for the series is under construction and already online. Japanese language web site is on line and very popular in Japan. Promotional trailer will be filmed very shortly.

## **PROJECTED PER EPISODE BUDGET**

**Amortized over course of series**

\$30 000-\$35 000

## **MEDIA STRATEGY**

This show will be a perfect fit for networks specializing in strip service shows, such as cable networks specializing in lifestyle and food programming, and networks that feature international programming. Interactive features on the Sushi Clash web site will include recipes, information on the music featured on the show, and links to Japanese culture, traditions, neighborhoods, travel, etc. There will also be forums for questions of DJ Sabu and the researchers for the show, and suggestions for segments for the series.

